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"Medicine Today;" A Small Scale Trial of Subjective Responses of Doctors Viewing Television in Groups.

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The intent of this admittedly small scale and unsophisticated trial was to test the response of General Practitioners to being given a form to fill out following a television broadcast, to test the value of the semantic differential method for testing subjective responses to the programs, and to see if some means of testing by multiple-choice questions could be used to assess knowledge gain immediately following the broadcast. Three programs of the BBC 2 production "Medicine Today" were selected as the subject matter for these tests. Clinical tutors and other organizers in ten areas were sent 270 forms on each of the three months to distribute to groups of doctors who met in hospitals and elsewhere to watch the lunchtime transmission of the programs. Replies from the General Practitioners numbered 104, 95, and 107 respectively for each of the three programs. The semantic differential provided the most valuable assessment of subjective responses so far obtained for these programs and was easily understood by the doctors. Multiple-choice questions following the second program proved to be confusing and were replaced by factual questions for the third program. A section including copies of the questionnaires and compilation of the responses is appended. (RP)

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MEDICINE TODAY.

A small scale trial of subjective responses of doctors viewing television in groups.

by R.Ll.Meyrick.

Television Section
Association for the Study of Medical Education.

EM007165

'MEDICINE TODAY' - A SMALL SCALE TRIAL

INTO SUBJECTIVE RESPONSE OF DOCTORS

The purpose of this small-scale and unsophisticated trial was to test three major matters.

Firstly, the response of General Practitioners and other doctors to being given a form to fill in following a Television broadcast.

Secondly to test the value of a semantic differential method for testing subjective responses to the Television programmes.

Thirdly, to see if some means of testing by mulitple choice questions could be used to assess knowledge gain immediately following the broadcast.

It was known that a number of groups of doctors meet in hospitals and elsewhere to view the lunchtime transmission on BBC 2 of the Medicine Today programmes. It was also known that the BBC proposed to broadcast three programmes, linked in nature, concerning the diagnosis, management and treatment of wheezing in young children. It was therefore decided to send, without warning, a number of forms to Clinical Tutors and other organisers in ten areas where groups were known to meet, asking them for their co-operation and comments with regard to testing the three programmes under discussion.

We should record, with appreciation the co-operation offered and the response received from the Clinical Tutors and others involved.

In the event, 270 forms were sent on each of the three months, but due in some cases to technical failures of reception and in others to local difficulties, the same groups did not respond on all three occasions. As the programmes are originally designed and transmitted for viewing by General Practitioners, the response of Hospital Staff and Public Health Staff, although included in the returns, are not analysed on the graphs or in the response to multiple questions.

The first programme - 104 replies were obtained from General Practitioners and 38 from Hospital Staff, making a total of 142. 4 forms were not included as the information carried on them was inadequate for analysis.

Cont....

The second programme - 95 General Practitioners replied and 32 Hospital Staff, making a total of 127, and 2 forms were rejected.

The third programme - 107 General Practitioners replied, and 28 Hospital Staff, giving a total of 135, 3 forms being rejected.

The graphs, therefore, are relatively comparable and indicate a total with a differential of only nine in the second programme and three in the third programme. If it can be assumed that the nine G.P.'s who failed to reply in the second programme had, in fact, replied in accordance with the 95 who had responded, I think little difference would be noted.

COMMENTS

(1) It is clear, and indeed in the third questionnaire it is maintained, that the distribution and answering of forms of this nature is in no way rejected by doctors.

(2) The sensitivity of the semantic differential method of testing seemed to provide the most valuable assessment of subjective response so far obtained for these programmes. Various methods of scoring are available and it may be reasonable to test a different method of scoring in the future. Very few doctors answering the questionnaire apparently had much difficulty, however, in using the present system.

(3) The use of multiple choice questions for testing factual gain in knowledge is well established. In the test form for Programme 1, the multiple choice questionnaire worked reasonably well, and it might be open to local areas to re-test at some time in the future and compare the results. In the second programme, however, the multiple choice system was badly thought out and unfortunately produced virtually useless results. It was therefore abandoned in the third programme in favour of factual questions (regarding the three programmes) and the response of the viewing doctors to those questions, and to the fact of being questioned. This information proved extremely valuable.

Cont...

One matter is worthy of comment which was discovered during this pilot trial; very few doctors seem to have difficulty in filling in the semantic differential section, but considerably larger numbers failed to reply to the multiple choice questions. For the first programme only 72 G.P.'s answered the multiple choice questions as against 104 the semantic differential. In the second programme only 84 replies on the multiple choice, against 95 for the semantic.

CONCLUSION: It is suggested that the semantic differential method of assessment should be extended and used regularly for obtaining information on subjective responses of doctors viewing in groups.

It is also suggested that a small trial should be undertaken asking doctors viewing under individual circumstances at home to fill in similar forms, returning them as a test of subjective response under these different conditions.

FIRST PROGRAMME.

a) Copy of questionnaire sent.

b) Analysis of response.

ASSOCIATION FOR THE STUDY OF MEDICAL EDUCATION

Please circle whether G.P., Consultant, Hospital Staff, Public Health.

IN PART A please place a cross in the appropriate square to record the degree to which the words at either extreme express your feelings about the programme.

INTERESTING	5	4	3	2	1	2	3	4	5	DULL
INFORMATIVE	5	4	3	2	1	2	3	4	5	UNINFORMATIVE
CONTROVERSIAL	5	4	3	2	1	2	3	4	5	FACTUAL
COMPLICATED	5	4	3	2	1	2	3	4	5	SIMPLE
USEFUL TO YOU	5	4	3	2	1	2	3	4	5	USELESS TO YOU

IN PART B please answer the questions in turn, indicating in the appropriate square the answer you believe to be correct as a result of watching the programme.

1. Do the bronchi of an asthmatic
   - constrict more readily ☐
   - constrict less readily ☐
   - dilate more readily ☐
   - dilate less readily ☐

2. In severe asthma is the fixed component due to
   - bronchial constriction ☐
   - mucosal swelling ☐
   - fibrosis ☐

3. Can respiratory tests distinguish between simple bronchitis and bronchitis with bronchiectasis?
   - Yes ☐
   - No ☐

4. Has this programme (1) altered your view of asthma
   - Yes ☐
   - No ☐

   (2) influenced you to seek more information
   - Yes ☐
   - No ☐

FIRST PROGRAMME

Rating 1-5 :-	1	2	3	4	5
Interesting	22	20	33	12	5
Dull	1	3	3	4	1
Informative	26	26	33	15	1
Uninformative	0	1	3	1	0
Controversial	10	11	13	16	14
Factual	7	10	15	3	6
Complicated	11	11	15	18	16
Simple	3	8	9	7	7
Useful	12	17	33	21	5
Useless	3	2	5	1	5

104 replies from G.P.'s

38 replies from Hospital Staff

142 replies out of a total of 270 sent out

4 replies were useless

<u>G.P.'s</u> of 72 replies analysed:

Q.1. 32 Correct 44%

2. 63 Correct 88%

3. 39 Correct 46%

4.i. 19 Correct 22%

ii. 60 Correct 87%

<u>Hospital Staff</u>: 26 replies analysed

Q.1. 10 Correct 36%

2. 19 Correct 71%

3. 11 Correct 37%

4.i. 8 Correct 33%

ii. 19 Correct 71%

SECOND PROGRAMME.

a) Copy of questionnaire sent.

b) Analysis of response.

ASSOCIATION FOR THE STUDY OF MEDICAL EDUCATION

Please circle whether G.P., Consultant, Hospital Staff, Public Health.

IN PART A please place a cross in the appropriate square to record the degree to which the words at either extreme express your feelings about the programme.

INTERESTING	5	4	3	2	1	2	3	4	5	DULL
INFORMATIVE	5	4	3	2	1	2	3	4	5	UNINFORMATIVE
CONTROVERSIAL	5	4	3	2	1	2	3	4	5	FACTUAL
COMPLICATED	5	4	3	2	1	2	3	4	5	SIMPLE
USEFUL TO YOU	5	4	3	2	1	2	3	4	5	USELESS TO YOU

IN PART B please answer the questions in turn, indicating in the appropriate square the answer you believe to be correct as a result of watching the programme.

1. Do all asthmatic children have
   - underlying emotional tensions ☐
   - excessive lability of the bronchus ☐

2. Are the more severe forms of asthma more likely to have an
   - organic basis ☐
   - psychogenic basis ☐

3. Are the milder forms of asthma more likely to have an
   - organic basis ☐
   - psychogenic basis ☐

4. In successfully treated asthma does the physiological lability
   - improve ☐
   - remain unchanged ☐
   - deteriorate ☐

SECOND PROGRAMME

Rating 1-5:-	1	2	3	4	5
Interesting	0	10	22	25	30
Dull	1	1	0	0	6
Informative	7	15	28	15	17
Uninformative	0	0	2	2	4
Controversial	5	4	27	13	18
Factual	4	5	9	4	0
Complicated	7	14	11	6	7
Simple	6	4	11	8	15
Useful	10	12	15	15	17
Useless	10	5	3	4	2

95 replies from G.P.'s

32 replies from Hospital Staff

127 replies out of a total of 270 sent out

2 replies were useless

G.P.'s of 84 replies analysed:		Hospital Staff 32 replies analysed	
Q.1.	74 Correct 89%	Q.1.	11 Correct
2.	12 Correct 15%	2.	4 Correct
3.	10 Correct 12%	3.	6 Correct
4	34 Correct 45%	4.	4 Correct

THIRD PROGRAMME.

a) Copy of questionnaire sent.

b) Analysis of response.

ASSOCIATION FOR THE STUDY OF MEDICAL EDUCATION

Please circle whether G.P., Consultant, Hospital Staff, Public Health.

IN PART A please place cross in the appropriate square to record the degree to which the words at either extreme express your feelings about the programme.

INTERESTING	5	4	3	2	1	2	3	4	5	DULL
INFORMATIVE	5	4	3	2	1	2	3	4	5	UNINFORMATIVE
CONTROVERSIAL	5	4	3	2	1	2	3	4	5	FACTUAL
COMPLICATED	5	4	3	2	1	2	3	4	5	SIMPLE
USEFUL TO YOU	5	4	3	2	1	2	3	4	5	USELESS TO YOU

IN PART B please answer the questions in turn, indicating in the appropriate square the answer you believe to be correct as a result of watching the programme.

1. Which of the three programmes on "WHEEZY CHILDREN" have you seen?

   1. ☐
   2. ☐
   3. ☐

2. Have any of the programmes

   a) helped you Yes ☐ No ☐

   if so, which 1. ☐
   2. ☐
   3. ☐

   b) confused you Yes ☐ No ☐

   if so, which 1. ☐
   2. ☐
   3. ☐

3. Will you continue to watch "MEDICINE TODAY"? Yes ☐ No ☐

4. Would you be willing to continue to assist in testing these programmes by answering multiple choice questions during the next session?

   Yes

   No

THIRD PROGRAMME

Rating 1-5 :-	1	2	3	4	5
Interesting	4	16	22	30	30
Dull	0	0	5	0	0
Informative	4	16	30	31	15
Uninformative	0	4	5	0	0
Controversial	9	22	28	6	7
Factual	9	4	10	9	2
Complicated	22	5	16	6	2
Simple	16	8	12	12	8
Useful	8	16	31	21	22
Useless	0	2	5	2	0

107 replies from G.P.'s
28 replies from Hospital Staff
135 replies out of a total of 250 sent out

3 replies were useless

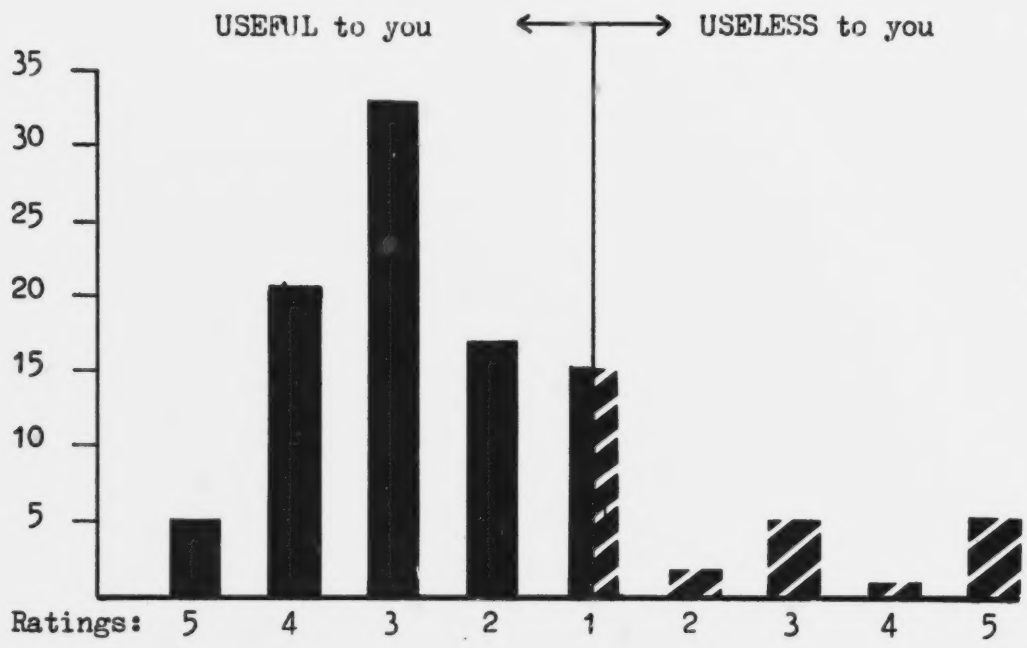
G.P.'s: of 72 replies analysed
48 had seen Programme 1
43 " " " 2
72 " " " 3

of 62 who said the series had helped them...
28 said Programme 1 helped
27 " " 2 "
57 " " 3 "

of 26 who said the series confused them...
12 said Programme 1 confused
13 " " 2 "
12 " " 3 "

71 of 72 said they would continue to watch Medicine Today

70 of 72 agreed to answer multiple choice questions



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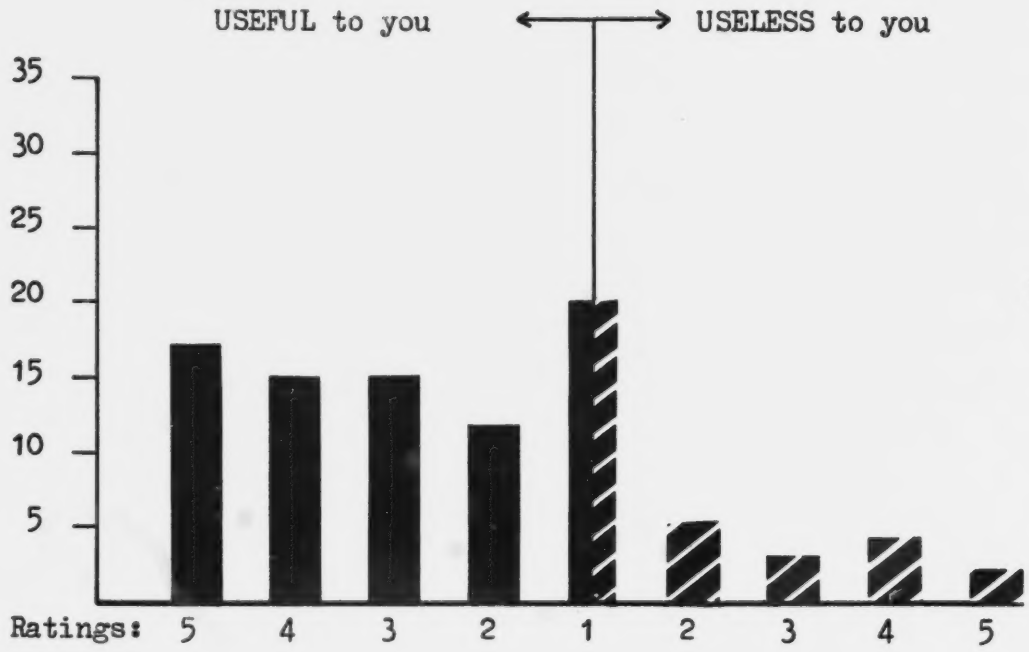

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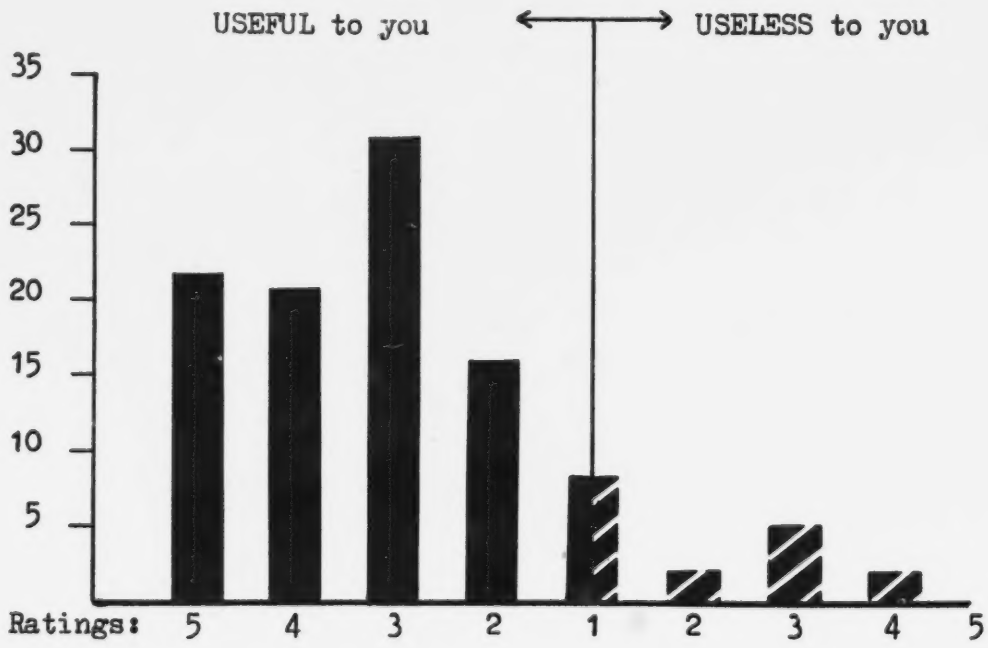

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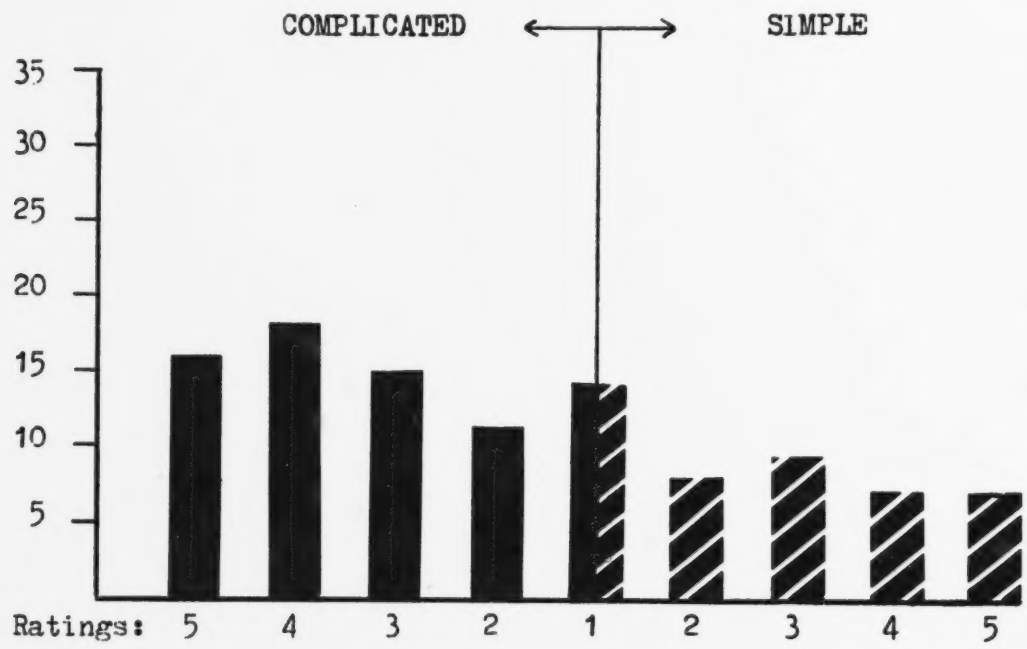

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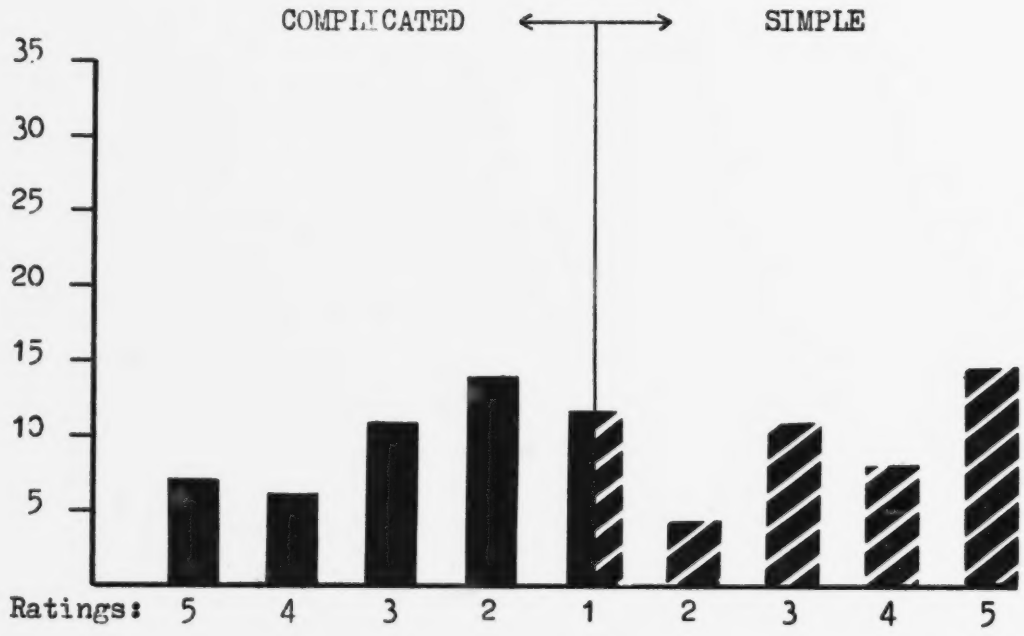

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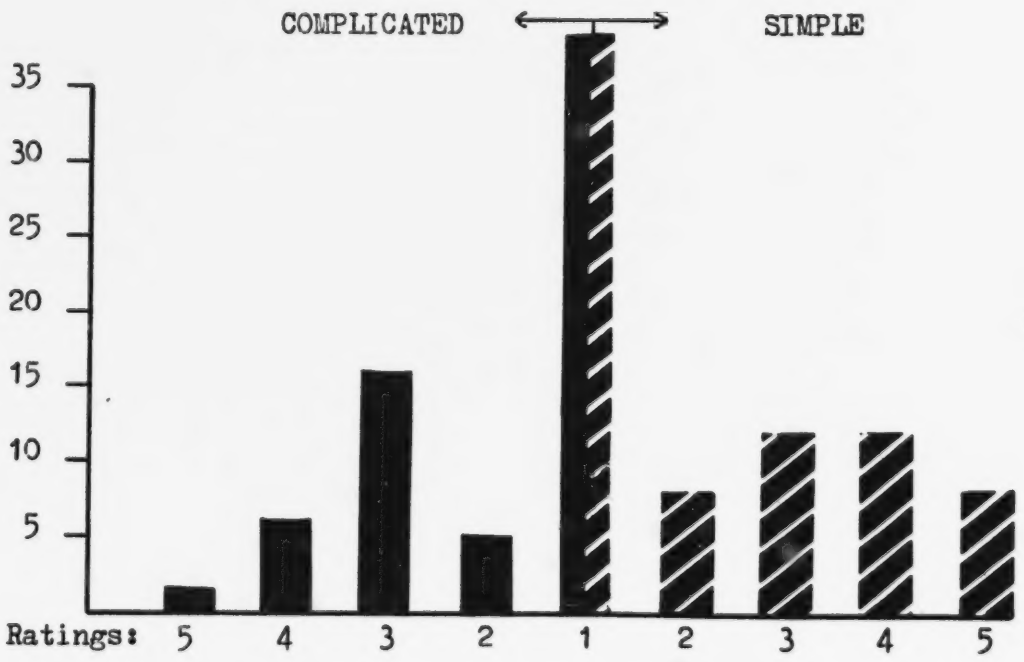

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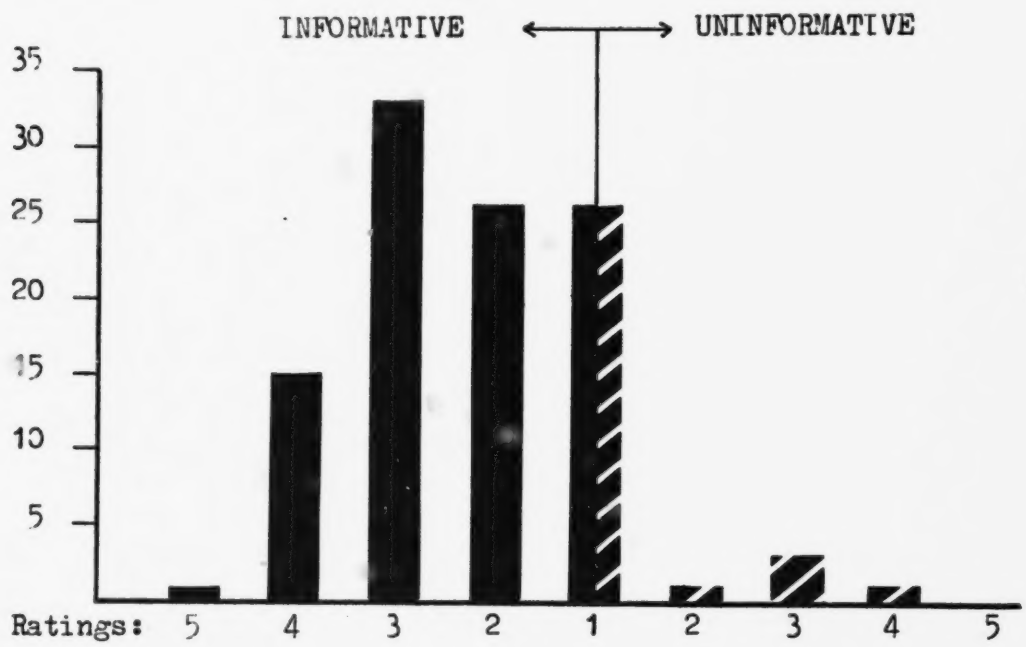

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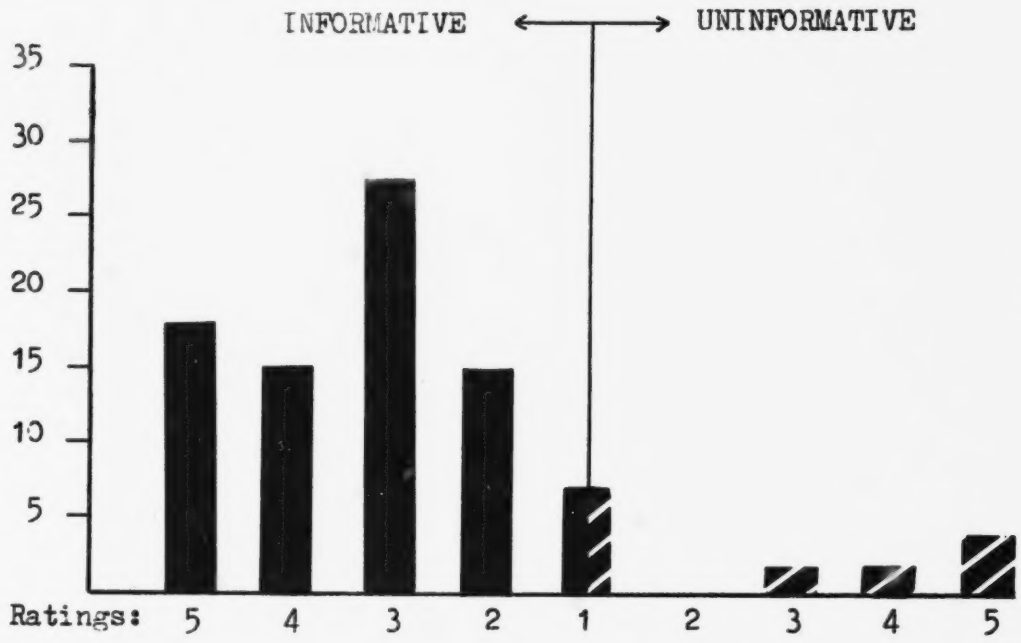

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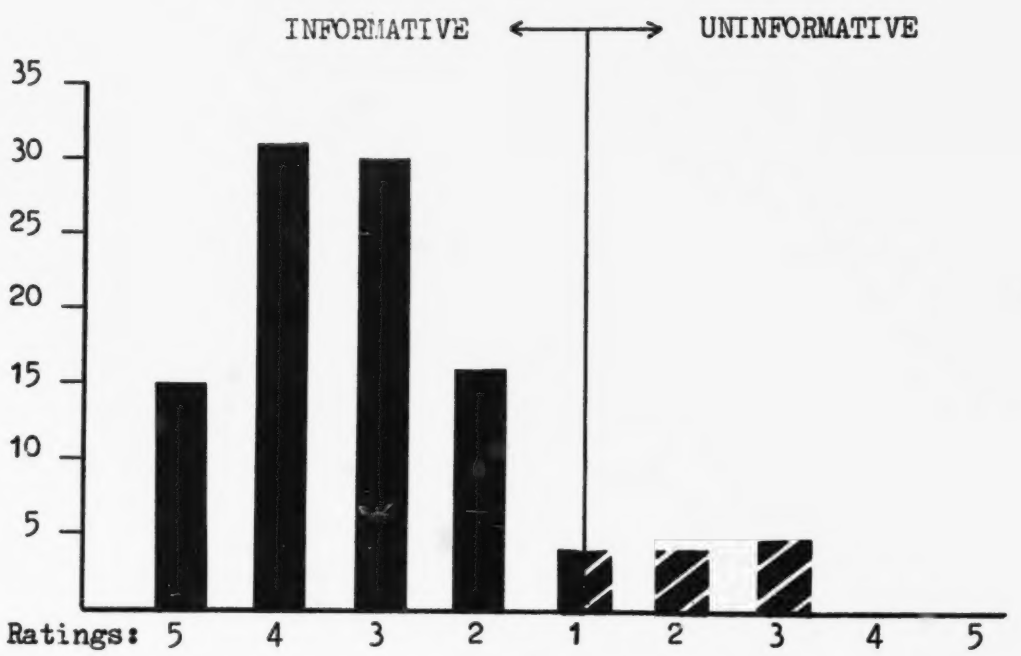

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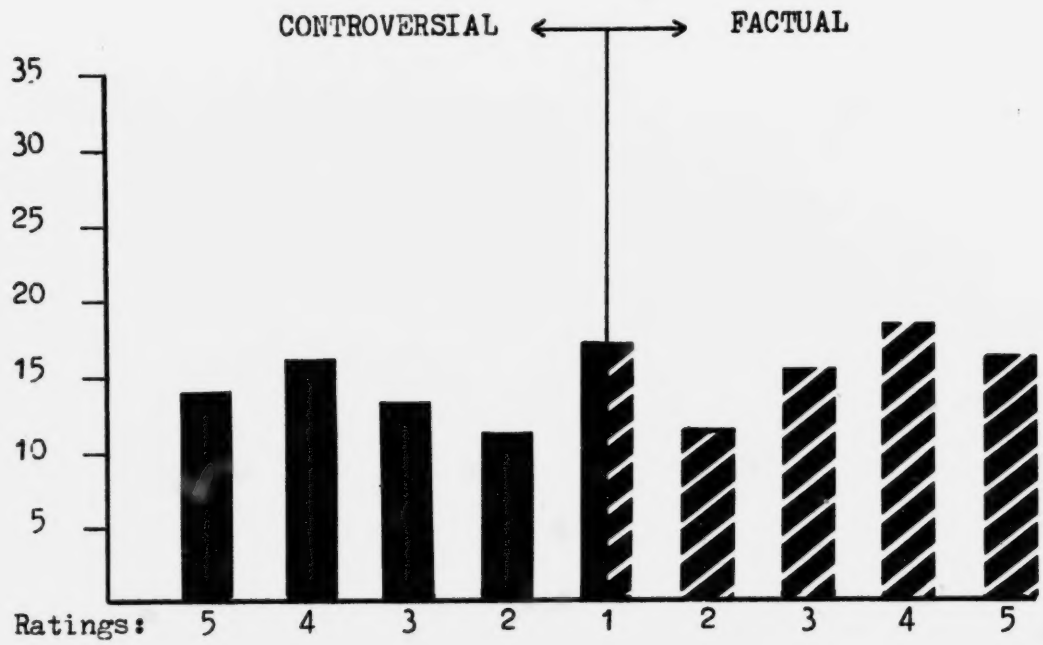

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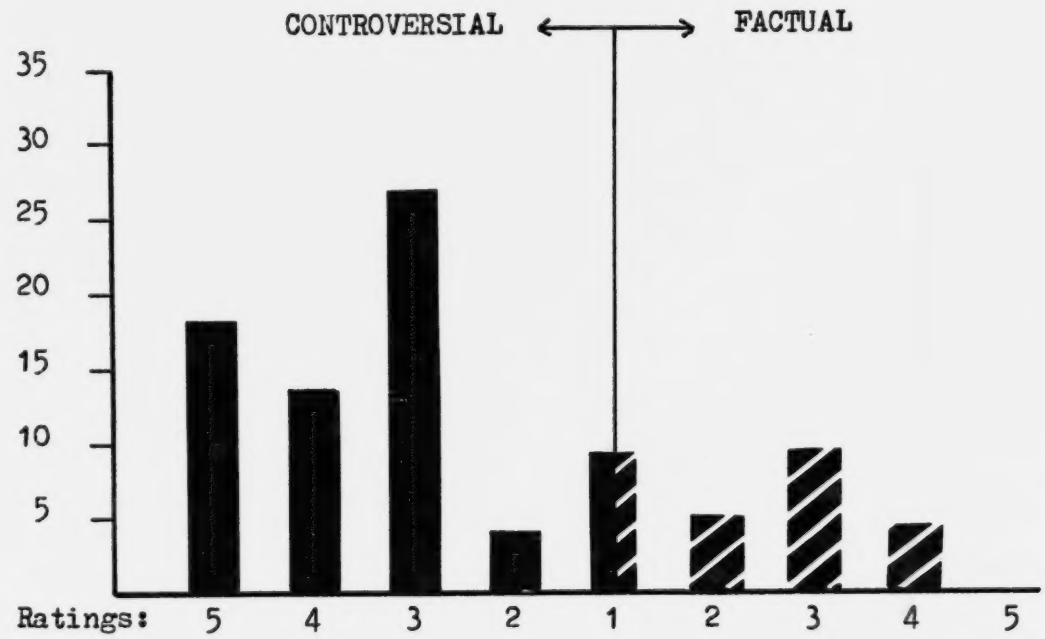

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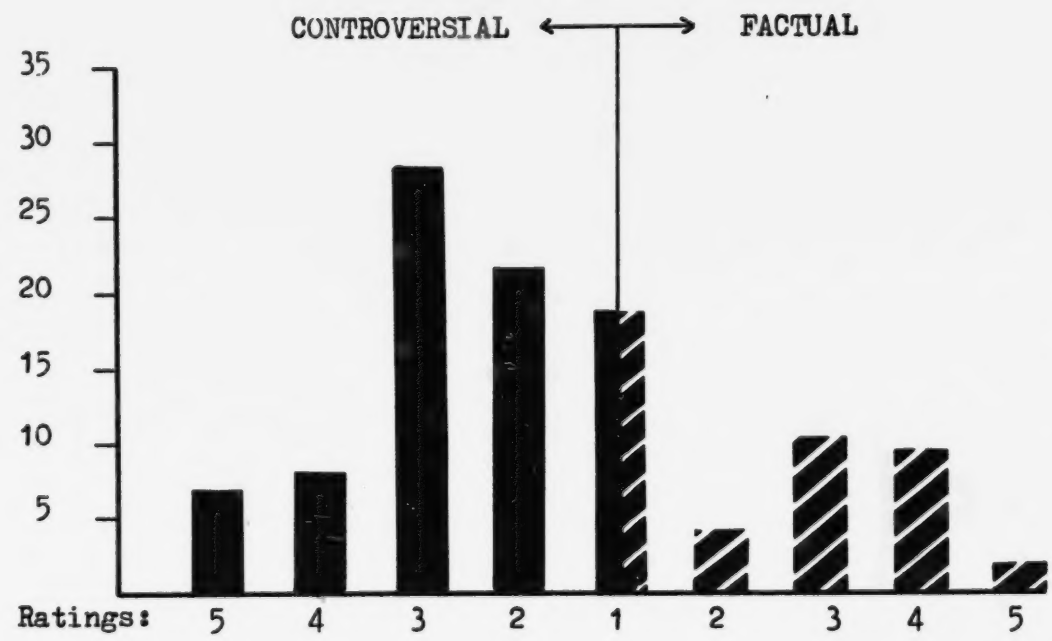

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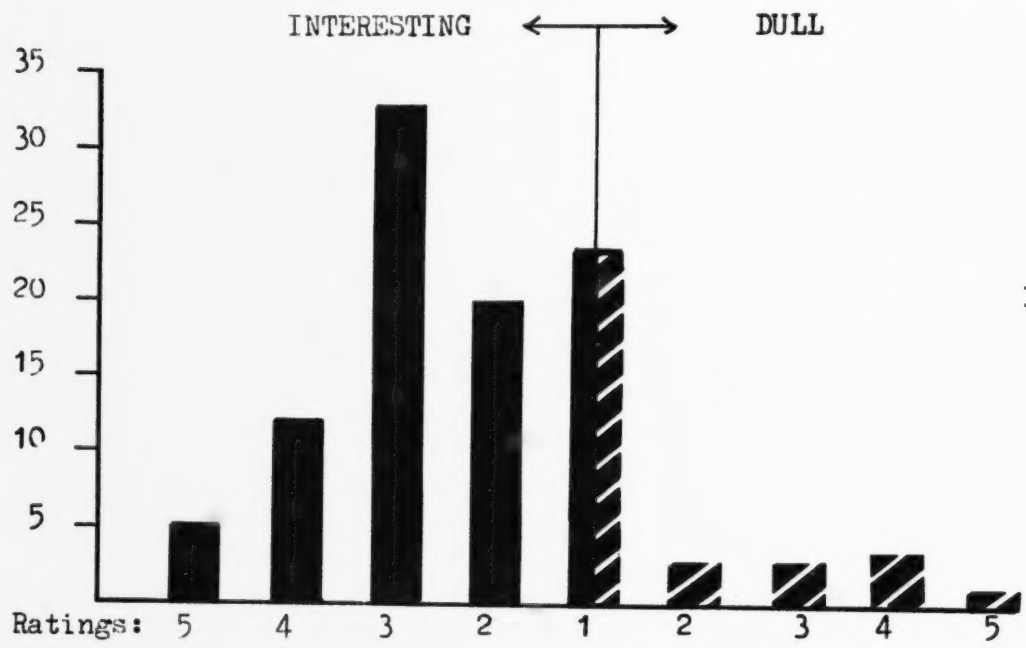

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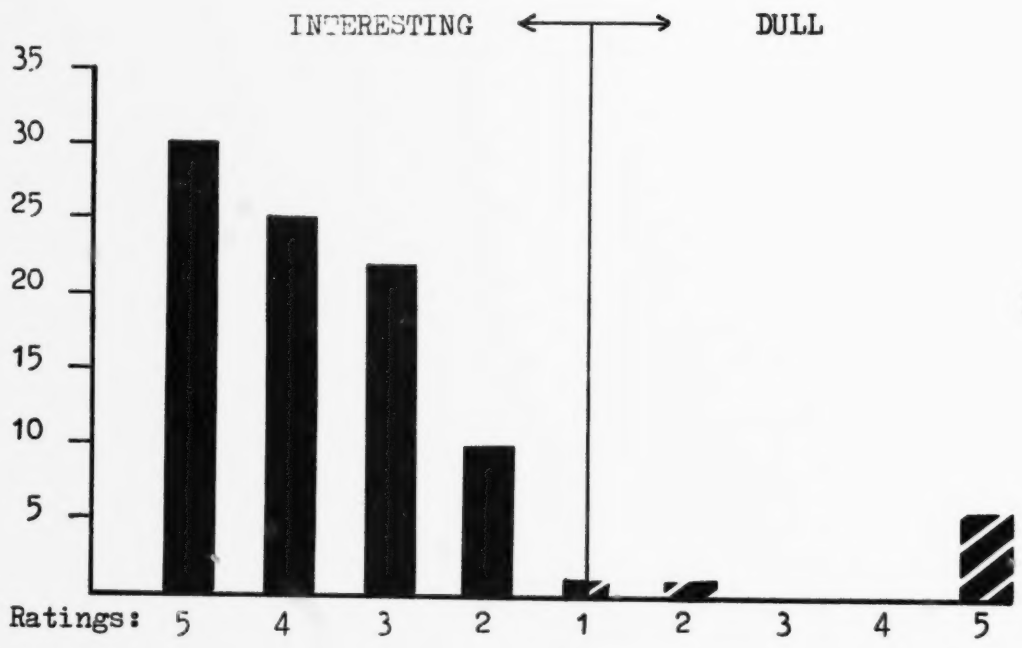

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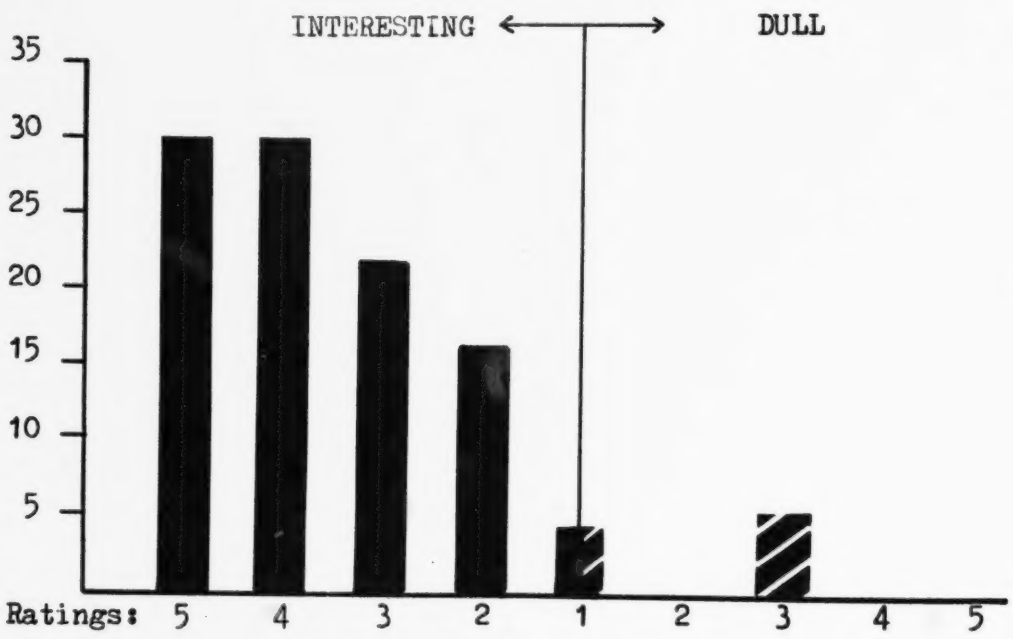

PROGRAMME III.